

# T O R R A N C E

## **FOR IMMEDIATE RELEASE**

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### **City of Torrance Invites All Torrance Businesses to Apply for the Third Annual Torrance Advantage Awards**

**Torrance, Calif., January 28, 2010** – The City of Torrance Office of Economic Development invites all Torrance businesses to apply for the third annual Torrance Advantage Awards (TAA) recognizing businesses for their accomplishments in the year 2009. Applications are now available at [www.TorranceCA.Gov/TAA.htm](http://www.TorranceCA.Gov/TAA.htm) and due by **5:00 p.m. on February 25, 2010.**

In addition to the crystal TAA trophy, winners will receive \$200 to help toward their operational expenses, a Letter of Appreciation from Mayor Frank Scotto, Certificates of Recognition from regional elected officials and will be featured in City's promotional efforts items such as the website and other business-related tools. Winners will be announced at the Torrance Advantage Awards Ceremony to be held on March 25, 2010 from 5:00 p.m. – 7:00 p.m. at the newly-opened Miyako Hybrid Hotel.

According to Mayor Scotto, "TAA is one of the significant ways we say thank you to Torrance businesses for their contributions. Through their efforts, our local economy remains strong and able to face our current national and regional economic challenges. I encourage all businesses to apply! Please let us say "thank you" in this special way!"

The Awards will showcase innovative economic development strategies, best practices, and outstanding results. Awards will be given in four categories:

- **People to People Award** will honor an organization's excellence in enhancing employment opportunities in Torrance. Additionally, it will honor an organization's commitment to its current employees and investments in their talented and skilled workforce.
- **Enriching the Community Award** will recognize businesses for their excellence in contributing to the prosperity of Torrance through increase in revenue and tax base.

- more -

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CITY MANAGER'S OFFICE**

- **Quality of Life Community Investor Award** will honor businesses whose products, systems, methods and services contribute significantly to the improvement of the quality of life of the Torrance community. Moreover, the Award will recognize businesses that take the extra step and serve the community. Businesses who contribute to the greening of the community may also be recognized separately for their efforts in this area.
- **Long-Term Investor** will honor businesses who have demonstrated excellence throughout the years with sustained success. The City will honor businesses who exhibit long-term success and commitment to investing in the economic development of the community through partnerships, innovative strategies and continuous effort toward progress.

For more information about this event you can call the Office of Economic Development at (310) 618-5807 or visit [www.TorranceCA.Gov/TAA.htm](http://www.TorranceCA.Gov/TAA.htm).

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